

June 15, 2010

FCC Chairman and Commissioners:

Chairman Julius Genachowski

Commissioner Michael J. Copps

Commissioner Robert M. McDowell

Commissioner Mignon Clyburn

Commissioner Meredith Attwell Baker

Federal Communications Commission

445 12th Street, S.W.

Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

As a 26-year Dallas-Ft. Worth resident, I write to you in support of the pending Comcast acquisition of Telemundo Networks, and respectfully urge you to swiftly approve this merger.

Dallas-Ft.Worth is now the nation's third largest Hispanic Designated Market Area (DMA), with more than 1.2 million Latinos, the great majority of whom being recently-arrived immigrants from Latin America and Spain are Spanish language dominant. The interest and focus of this population to news and content emanating from their countries of origin is thus of great importance. Telemundo consistently delivers this kind of content, through its network of media affiliates across the continent, and provides a valuable service to viewers by adding a global perspective, multicultural focus, and lively entertainment to its viewers.

Given the unprecedented changes in media, and the inexorable trend towards platform and corporate consolidation that have taken place over the last two decades, important sources of local, niche and ethnic programming have disappeared. This is indeed a regrettable consequence, as local programming content is reflective of our communities and provides a vital, complementary function, in not only keeping local audiences entertained, but informed and engaged in the processes that help keep our democratic system vibrant and strong.

Through this acquisition, Comcast will bring valuable resources and complementary infrastructure, so that Telemundo can shore up its local content-producing capabilities. Comcast has a long history of local community support and interaction, as well as a number of platforms that Telemundo does not currently have, which will enrich viewers' experiences and provide an added-value proposition to

advertisers and partners. As a key component of this merger, Comcast has also made the commitment to keep Telemundo as a free, over-the-air television service. This is of particular importance, as many of its viewers do not have the resources, or are geographically prevented, from accessing pay-TV options.

Additionally, today's media environment demands that broadcasters make their product offering a more robust, multimedia experience, where customers are transformed from passive viewers to interactive consumers of content, seamlessly moving from one media platform to another, based on their content needs and location.

This new paradigm requires that broadcasters enhance their content-providing infrastructure. With Comcast as a partner, Telemundo will be able to harness the power of Comcast's national coaxial cable network to enhance its own content-producing capabilities, leveraging On-Demand, high-speed internet, telephony and digital platforms that have helped propel Comcast from the cable industry's consolidation-heavy 90s- to one of our nation's and the world's leading media companies.

Indeed, under the leadership of the Roberts family, the Comcast brand has become a symbol of savvy, forward-looking management, integrity-based leadership and community-focused involvement. I am delighted these corporate culture values will permeate throughout the entire Telemundo organization, to help it reach new heights of performance and industry leadership, which will undoubtedly benefit viewers, stockholders, advertisers and partners.

Therefore, it is without reservation that I endorse this merger and renew my respectful urging to the Commission to approve, at the earliest possible date, this transaction.

Sincerely,

Gustavo A. Bujanda
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Board Member, 2010-2012
KERA Community Advisory Board
Dallas, Texas

Board Member
Jewish-Latino Alliance
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Public Relations Chairman
Hispanic Youth Symposium
Dallas, Texas

Board Member
Meadows Museum at SMU-Hispanic Task Force
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